CANADIAN MOVING PICTURE DIGEST

JAY L. SMITH
EDITOR AND PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1954

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

VOL. 46, NO. 48 | Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED | TORONTO, NOVEMBER 27, 1954

Alliance Films Gets DCA Franchise

On The beam

By JAY L. SMITH

This is the BIG week in the Motion Picture Industry in Canada, with Toronto the focal point for a whole week of dinners, luncheons and meetings of exceeding importance, PLUS the Motion Picture Industry Trade Show. Exhibitors, distributors, and affiliated industry members poured into Toronto over the week-end to take part in the doings of the week.

Starting Monday evening was the annual dinner of the National Council for Christians and Jews. Guest speaker was Conrad Hilton, head of the multimillion dollar Hilton Hotel chain. Headtable guests from the Film Industry included John J. Fitzgibbons, president of Famous Players Canadian Corp., and Gordon Lightstone, Canadian general manager for Paramount Pictures. A number of other film members attended the dinner.

Tuesday marked the opening of the Trade Show, and the beginning of a series of meetings of the Motion Picture Industry Council, under the chairmanship of Arch Mason, Springhill, N.S. A brief was presented by N. A. Taylor in respect to the formation of a Motion Picture Institute for Canada, and a report by Clare Appel on Public Relations, a summary of which appears elsewhere in this issue. A luncheon was tendered members of the Council by the CMPDA, Peter Myers, 20th-Fox, chairman.

Tuesday evening was the installation banquet for Variety Club Tent No. 28, with Harry Mandell installed as Chief Barker, together with the other members of the new crew.

Wednesday features continued sessions of the Industry Council, and on Thursday is the luncheon and convention of the Motion Pic-

(Continued on Page 2)

10-12 Top Pix Including 'Scopes From Schwartz-Boasberg Set-Up

Another major step forward was announced by James L. Smith, president of Alliance Films Limited, this week, with the announcement that he had successfully concluded negotiations with Fred J. Schwartz, president, and Charles S. Boasberg, general manager of the recently-formed Distributors Corporation of America, for the Canadian franchise of the DCA product.

All motion pictures produced for DCA, or acquired by them for U.S. distribution, will be handled in Canada by Alliance Films. First major production to be released

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Odeon Announces Staff Changes Across Can.

Effective from Monday, November 22, the undermentioned theatres previously supervised by Mr. Keith Wilson will be transferred to Ontario District "C" and super-

(Continued on Page 2)

Petrolia Paper Supports Local Exhibitor's Appeal For Aid

As a result of a paid ad in the Petrolia Advertiser-Topic appealing for public support by the Iroquois theatre, the paper printed the following editorial, in one of the best film industry-newspaper public relations jobs yet seen. The ad is printed elsewhere in this issue.

"Timely attention is drawn to a situation in Petrolia in an advertisement in this issue that concerns the general public of this area. An open letter from Mr. and Mrs. Jack McCulloch of the Iroquois Theatre makes a very reasonable

(Continued on Page 2)

Proudlove Edmonton Manager Dies at 44

Manager of the Empress Theatre in Edmonton, W. J. (Jack) Proudlove, 44, died in hospital Nov. 7 after a lengthy illness.

Born in Winnipeg, he began his career as an usher and doorman in

(Continued on Page 2)

WOMPI's

The first organizational meeting of the WOMPI's, the women's club of the industry will be held at the **St. Regis Hotel, Toronto, December 2nd at 6 p.m.** The presentation of the Charter affiliating the Toronto club with the US parent group will take place as well as elections for temporary officers. Dinner will be served.

John Davis Here For Important Meetings

The experiences of British product in Canada over the last ten years will no doubt play an important role in the thinking of the Rank interests as they study their next move to increase their playing time across the border. Visiting Toronto, New York and Hollywood next week, John Davis, although not over here specifically to follow up the recent announcement

(Continued on Page 3)

Keep your eye on

GEORGE ALTMAN
(See page 3)

Public Relations Speech at MPIC Meet By Appel Reports Progress

Clare Appel, chairman of the Public Relations Committee of the MPIC of Canada, delivered his report at the current meetings in Toronto, and again registered new progress and consistency in building better public relations for our industry. The following are excerpts from his report.

"Several weeks ago the Canadian Moving Picture Digest fired an editorial salvo in the general direction of Toronto newspapers which led to a new development in that field. I was invited to take part in the discussions and I believe it

(Continued on Page 3)

Famous Dividend

Famous Players Canadian Corp. have declared a 37½c dividend per share for the quarter ending December 31 on all issued common shares, payable on December 29 to shareholders of record on December 3. The company also announced an extra dividend of 10c payable at the same time.

STAN HELLEUR, FORMER TELEGRAM MOVIE CRITIC HAS RESIGNED AS PUBLICITY HEAD OF THE NATIONAL FILM BOARD TO REJOIN THE TELEGRAM AS A SPECIAL COLUMNIST FOR THEIR EXPANDED AMUSEMENT PAGE.

On the Beam

(Continued from Page 1)

ture Exhibitors Association of Ontario, under the direction of Arch Jolley, executive secretary, and J. D. McCulloch, Iroquois Theatre, Petrolia, president. Guest speaker will be Arthur Mayer of New York, author of "Merely Colossal."

Thursday evening, of course, is the annual award banquet of the Canadian Picture Pioneers, under the direction of N. A. Taylor, president, with Jack Arthur scheduled to be honored as "The Pioneer of the Year," and additional recognition going to Will McLaughlin, veteran film columnist of the Ottawa Journal, and Digest Ottawa correspondent of many years standing, and Charles Stephenson, veteran advertising director for Twinex Theatres.

Friday we get a chance to breathe before the Grey Cup finals Saturday afternoon.

PROUDLOVE

(Continued from Page 1)

the Regent Theatre there. In 1932 he became assistant manager of Winnipeg's Uptown Theatre and after a short time in the radio sales business in the late 30's he returned to theatrical employment in 1940 as manager of the Arlington Theatre in Winnipeg.

He later managed the Gaiety and Capitol Theatres in Winnipeg, serving twice as manager of the Gaiety. From March 21, 1946, until late November of 1951, he managed the Capitol Theatre in Regina.

From Regina, Mr. Proudlove moved to Victoria, where he managed the Rio Theatre. Later he moved to Fort William and then to Edmonton. He had been 23 years in the theatre business.

Surviving are his wife and two sisters, Mrs. J. Portras, of Winnipeg, and Mrs. L. Miskelly, Fort William.

Burial was in Edmonton, November 10th.

Dominion Winnipeg First Run Policy

Mesho Triller's Dominion Theatre in Winnipeg, Man., has switched from a subsequent-run to a first-run policy following its renovation and is launching its new program with 16 consecutive United Artists bills.

UA features that will have first-run showings at the Dominion under the revised operating policy include "Suddenly," "Shield for Murder," "Down Three Dark Streets," "Gog," "Adventures of Robinson Crusoe," "The Golden Mask" and "Go, Man, Go!"

PETROLIA

(Continued from Page 1)

request in regard to attendance at this well-appointed theatre, one that is quite above the average for towns of Petrolia's size.

"There is a tendency on the part of the residents of town and district to take the Iroquois Theatre too much for granted and to forget that it requires patronage if it is to serve this community in the future as it has in the past. The theatre is a decided asset to the town and surrounding area, not only for the support it gives to community enterprises but from a recreational angle to people of all ages. It is not likely realized what such a theatre contributes to provincial hospitals through its admission fees. Mr. McCulloch informed the Advertiser-Topic that in the four years ending with 1953, a total of $13,725 went to this source or an average of $3,341 a year.

"The Iroquois Theatre management has provided a modern theatre for its patrons and only this past summer a complete renovation at a cost of $12,000 was carried out. Arrangements have been made to have frequent CinemaScope films shown here as well as other highly recommended motion pictures. In return for this service, it is not too much for the management to ask for a greater attendance at a temporarily difficult time of this industry. The suggestion of theatre nights for various organizations is a good one for all concerned and such a practice should add zest and pleasure to the groups' membership. Co-operation in this way would be a tangible expression of appreciation for the value of this recreational asset."

St. John Woman Weds James Stewart's Pop

Saint John has always been famous as the home of Walter Pidgeon and Louis B. Mayer. Now, a Saint John woman, Mrs. J. J. Stothart, is to marry Mr. Alexander Stewart of Indiana, Pa., the father of movie star Jimmy Stewart. Jimmy will attend the wedding which has been arranged to take place on December 11th in the Indiana home of the bride's niece.

Speaking of Walter Pidgeon — it is noted that he was a passenger aboard the trail-blazing Scandinavian Airlines System's Super Cloudmaster Royal Viking which landed at Copenhagen's Kastrup airport this week, inaugurating the world's first commercial passenger service across the top of the world. The giant aircraft touched down just 24 hours and 17 minutes after taking off from Los Angeles.

ODEON STAFF ANNOUNCEMENTS

(Continued from Page 1)

vised by Mr. Steve McManus in addition to the Odeon theatres in Hamilton, St. Catharines, Niagara Falls and Brantford.

The Royal, Aurora; Odeon, Brampton; Roxy, Newmarket; Roxy, Brampton; Century and Gregory, Oakville; Brampton Drive-In.

From the above date the Odeon-Guelph and Palace, Galt, will be transferred to Ontario District "B" and will be supervised by Mr. R. Harvey in addition to the Odeon theatres in Ottawa, Kingston, Belleville, Trenton, Peterborough, North Bay, Sturgeon Falls, London and Sarnia.

Mr. Keith Wilson, previously supervisor for Ontario District "D" will assume management of the Odeon-Brampton.

Barry Carnon returned to the management of the Fairlawn Theatre in the Toronto North End after 18 months at the Hyland to which W. C. Tyers has been appointed following the promotion of Jim Hardiman to director of advertising and publicity at Odeon head office. Don Robertson, formerly at the Fairlawn, has gone on his annual vacation pending a new assignment.

Paul Hanner of the Christie Theatre, Toronto, has become manager of the Odeon at Guelph in succession to Ken Davies who has replaced John Prinz as manager of the London Odeon. Prinz is now manager of the Roxy at Brampton from which Charles Mason was recently promoted to the Odeon head office publicity and exploitation department.

D. W. Smith, Halifax Odeon District Supervisor, announced the promotion of Mr. Albert (Slim) Toms to position of manager of the Garrick Theatre in Halifax. Mr. Toms has been with Odeon Garson Theatres for approximately a year and has a very promising future with the company. Prior to coming into this industry Slim was an office clerk and also worked for British Air Lines Company. He is married, his wife presently living in Lunenburg, and has one small daughter.

Mr. Ted Nobles, previously manager of the Garrick Theatre, has been transferred to the Casino Theatre as house manager. Ted has been with Odeon Garson for about three years. He worked in the Casino Theatre as doorman and assistant manager before going to the Garrick as manager. Ted is 63 and doesn't show it.

WB Signs Hayward

Jack L. Warner announces completion of a deal with Leland Hayward for production of "The Old Man and the Sea," this Hemingway story will star Spencer Tracy. Mr. Warner was honored recently for his portrayal of the Marine fighting spirit in the CinemaScope feature "Battle Cry."

Open Letter In Petrolia Advertiser-Topic By Iroquois Theatre

To all Service Clubs, Fraternal and Religious Groups, and Societies, Social and Benevolent Organizations of Petrolia and surrounding district:

It has always been our desire to co-operate and support whenever possible, the above groups for their benefit, and that of the community. We feel that a co-operative spirit is necessary, for the growth and prosperity of any community, and in fact sometimes necessary for their survival.

We would like, through a temporary difficult time of this industry, to request the support of these groups on our behalf.

The Moving Picture Industry in Canada, and particularly Ontario, is experiencing a very difficult time. We feel sure that the people of Petrolia and district would want to maintain their new beautiful theatre, up to its present high standard so it can continue to provide the best in picture entertainment.

A local theatre not only supports local activities and provides entertainment for its people, but contributes considerably to local taxes, and business. It also contributes several thousands of dollars a year to the Provincial Hospitals, through the Hospitals Tax of 12½% collected on all admissions of 20 cents or more.

May we request your help by organizing periodic Theatre Nights, whereon a group from your organization will spend an evening out, enjoying companionable company, pleasant atmosphere and surroundings, and good entertainment at your theatre, at a very nominal cost.

Special attention will be given and reservations made for Theatre Parties.

MR. and MRS. JACK McCULLOCH.

Loew's Dividend

Directors of Loew's, Inc., last week declared a regular quarterly dividend of 25 cents per share on the outstanding common stock, payable Dec. 24 to stockholders of record on Dec. 7, 1954.

Keep Your Eyes On

GEORGE ALTMAN

During Industry Week in Toronto, it is fitting that a man who serves both exhibitor and distributor well should be chosen for our weekly spotlight.

George Altman, head of Mavety Film Delivery Service, found his way into our industry via a path that has become his stock in trade, meeting people. George with his father was operating Altman's Chop House in the years 1931-38 and this is where he met his many film trade friends, resulting in his entry into our business.

George joined Paramount in November of 1939 as a salesman under the then Toronto branch manager, Jack Hunter, leaving for Warner Bros. in 1940 to become Ontario salesman. He stayed with Warners up to 1946, when he resigned to take over the management and distribution of an educational hygienic picture, "Mom and Dad," through Canadian Hygienic Productions Ltd.

"Mom and Dad" was personally handled by George across Canada, and did the selling, exploitation and advertising himself. During this period he acquired an interest in a number of drive-ins, which he subsequently sold before taking over Mavety Film Delivery in May, 1950.

A member of the Variety crew for the last three years, he has conducted a one-man "scrap campaign," raising $11,600 to date, and winning for him the Heart Award in 1953. Believing in community work he has been honored along with his co-chairman Lionel Lester for the job done for the United Jewish Welfare Fund this year.

Mavety and the name Altman have become a byword at every important crisis faced by our industry in these parts. The job done during the railway strike a few years back, the preparations undertaken at the threat of this year's railway strike and the wonderful job done during the height of the aftermath of Hurricane Hazel are just a few that should be mentioned here. George has other attributes, among which are his lovely wife Lillian, and Terry, his 13-year-old son.

Across the Country

Toronto and District

Manager Russ McKibbin of the Imperial Theatre, Toronto, expects "White Christmas" to remain there until real winter comes because he has offered prizes for the patron who guesses the date of the first snowfall of four inches in the local area.

Over at Shea's, Manager Len Bishop was taken up by 35 people during the first week of "Rear Window" when he offered free admission to every person wearing a leg cast similar to that worn by Jim Stewart in the picture.

• • •

The Windsor Board of Education granted permission for high school students to take time off from classes to attend special morning or afternoon performances of "Julius Caesar" at the Capitol Theatre during the week of Nov. 15, reduced prices prevailing. Manager Joseph Lefave arranged the details with the school board because of the interest in Shakespeare by the students.

• • •

The Academy Theatre, an independent 400-seat theatre at 1286 Bloor Street West, Toronto, has been re-opened following the installation of a number of improvements including CinemaScope equipment, new screen and sound and new-type seats.

• • •

For the engagement of "Seven Brides for Seven Brothers" at the Capitol Theatre, Brantford, Manager Bill Burke arranged an appropiate stunt in the staging of a square-dancing contest for prizes among local "sets," this feature being presented on Friday night.

• • •

The London Free Press had a splash of Christmas colors, green and red, for a full combination page which was arranged by Manager Bill Trudell of the Capitol Theatre to tie in with the engagement of "White Christmas." A number of London merchants used space to promote the sale of Christmas gifts and there was a nice boost for the Capitol and the new Paramount VistaVision process.

• • •

Jack Arthur was given increased cause for happiness, prior to installation as the Pioneer of the Year at the big awards banquet, when the International Federation of Musicians and the American Guild of Variety Artists buried the hatchet, thus establishing a five-year truce.

Ottawa

Ray Tubman, district supervisor and resident manager of the Capitol Theatre, led a large contingent of local show people to Toronto to see the Trade Fair and attend the annual meetings of film industry organizations at the King Edward Hotel.

• • •

VistaVision was introduced to Ottawa movie-goers with the opening of Paramount's White Christmas at the Capitol Theatre. All the fanfare and reams of advance publicity that accompanied the coming of CinemaScope were absent on this occasion, yet audience re-action to the new process has been most favorable. Large crowds attended the opening, patronage has been increasing daily despite the upped prices, and everything points to new box-office records being set.

Prairies

Mr. and Mrs. Joshua Lieberman have returned from an extended trip to the West. In Edmonton Mr. Lieberman attended the unveiling of his brother's monument, that of the late Mr. Jay Smith who had been in the theatre business in the West for many years and passed away early last summer. Mr. and Mrs. Lieberman visited Vancouver, Seattle, Detroit, and met their son Stanley in Toronto on his way home from Japan on leave. He is at present visiting his parents.

• • •

Mr. Graydon Matthews, International Films Ltd., has been appointed Chairman of a General Committee to arrange the annual Christmas

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DAVIS

(Continued from Page 1)

from J. Arthur Rank on acquiring a number of U.S. theatres, will, we are sure, study closely the recent trends in the U.S. market as well as come abreast of the recent upsurge in British film grosses in Canada.

The pattern in Canada was very similar to that taking place in the U.S.A. at the present time. British films received very little playing time in this country before Rank interests took over the Odeon circuit. This in itself did not increase the popularity of British product here, and this is the lesson that can be drawn from the experiences in Canada.

The one thing that has put British films on the face of the Canadian film scene was not only theatres to play them in but the showmanship behind their release. The Odeon head office advertising department, Odeon managers working with JARO's publicity and advertising head in Canada, Tom Knight, have in the last few years chalked up a good portion of the success of Rank films here.

A British film released in Canada now gets a top flight promotion campaign, backed up with original and clever ad campaigns for newspapers, a national ad campaign in widely read weekly papers and slick magazines, in addition to exploitation of a high calibre, that has won first place in many showmanship contests, both here and in the United States.

Film after film has been treated to a national tie-up similar to that of major U.S. product, "Man With a Million," a Dominion Store and Nash Motor promotion, "Malta Story," a tie-up with Everhot Tableware, etc.

This in short is the success story behind such pictures as "The Kidnappers," "Doctor in the House," garnering the extended playing time they have received.

Claude Parker Dead Ottawa Entertainer

Claude E. Parker, son of the late Mr. and Mrs. George Norton Parker of Toronto, died in an Ottawa hospital on November 14th following a lengthy illness. Mr. Parker resided in the Capital city for many years and was well-known in show business. He originated the tremendously popular Alfie, Andy and Mary program which was heard over an Ottawa radio station during the Christmas season and on which he held the copyrights.

THE CANADIAN MOVING PICTURE DIGEST, Entered as Second Class Matter. Jay L. Smith, Editor-in-Chief; Max Chic, Associate Editor. Correspondents: Bruce Peacock, Regina, Sask.; Jack Droy, Vancouver, B.C.; Will McLaughlin, Ottawa, Ont.; Bill Press, Toronto, Ont.; Helen Crowley, St. John, N.B. Address all mail to the Publisher, Canadian Moving Picture Digest Company, Limited, 21 Dundas Square, Toronto. Telephone: EMpire 8-8696. Cable: Raydigest. Established 1915. Publication weekly. Subscription: $5.00 yearly.

ACROSS THE WORLD COMES A
VIVID ACTION PACKED ADVENTURE DRAMA
OF MEN BRAVING THE FIERCE HATRED
AND BRUTAL MURDER OF MAORI TRIBES
WITH THE LUST TO KILL!

the seekers

THE SEDUCTIVE
TEMPESTUOUS
"DANCE OF SCORN"
TO THE CAPTIVE
NATIVES!

JACK HAWKINS
GLYNIS JOHNS

NOEL PURCELL and introducing LAYA RAKI • INIA TE WIATA

EASTMAN COLOR

Another smash hit from

JARO

DCA-ALLIANCE

(Continued from Page 1)

under the DCA-Alliance banner will be ''Long John Silver," in CinemaScope and Technicolor, produced by Joseph Kaufman, and starring Robert Newton in the title role. "Long John Silver" is a sequel to Robert Louis Stevenson's immortal "Treasure Island", and introduces a brilliant young newcomer, Kit Taylor, in the 'Jim Hawkins' role made famous by Jackie Cooper in the earlier film. "Long John Silver" will be put into release immediately after the first of the year.

Next on the list of DCA releases will be "Hunters of the Deep," the prize-winning feature-length documentary of underwater life, which was voted the outstanding documentary of the year when it was selected for presentation at the Edinburgh Film Festival last summer. Filmed in color, the new pro-

CHARLES S. BOASBERG

duction was photographed largely off the California coast, in Florida waters and in Mazatlan on the west coast of Mexico. It is an Allan Dowling presentation, produced by Tom Gries, with an original musical score composed and conducted by the world-famous George Antheil. Dan O'Herlihy is the narrator. Also to be released with "Hunters of the Deep" is a 26-minute subject in color entitled "Rembrandt — a Self Portrait," which is reported to be outstanding.

Currently in production in England for DCA release in America is the screen version of the sensational stage success, "I Am a Camera," co-starring Shelley Winters, Julie Harris and Laurence Harvey. Picture is being made by Moulin Productions, with Henry Cornelius as director.

Also under way is a full-length cartoon feature in color based on the Broadway hit, "Finian's Rainbow." Barry Fitzgerald, Frank Sinatra and Ella Logan have already been signed for the three principal voices. Picture is budgeted at $900,000.

Other major productions that will be released under the DCA-Alliance trademark will include "The Way We Are," starring Joan Crawford, to be produced by Robert Aldrich, whose most recent major production was "Apache" for UA release. The thrilling best-seller, "The Viking," will be produced in CinemaScope and color by Milo Frank, while the Boulting Bros. are scheduled to produce "The Survivors." Another outstanding property on which produc-

FRED J. SCHWARTZ

JAY L. SMITH

tion will start after the first of the year is "Lelia," starring Olivia de Havilland. A Bella and Sam Spewack story is also on the schedule.

Altogether Fred Schwartz, DCA president, has revealed that his company will have 10-12 major pictures for release within the next two years, with budgets set between $800,000 and $1,000,000 per picture. Irving Wormser, for over 20 years with Columbia Pictures, was recently appointed general sales manager of Distributors Corporation of America, and will work closely with Mr. Smith on the distribution of the company's product in Canada.

Mr. Smith announced that his

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APPEL REPORT TO M.P.C.

(Continued from Page 1)

is within the office of Public Relations to report it.

"I recommend — Mr. Chairman — that delegates give their attention to the movie section of the Telegram which will be distributed here today. Those who know the treatment that has been accorded our industry by newspapers in this city for the past 25 years will note a far step forward in our industry—newspaper co-operation, and it is an example that might well be used to encourage similar co-operation where needed elsewhere.

"The section you see today will be considerably expanded. Two well-known writers are to be added to the amusements page staff and their columns will appear daily.

"The Telegram's new policy has cleared a lot of ads off the amusement pages of the Star—ads that never should have appeared there.

"Starting December 1st the Distributors Association will act as host at monthly luncheons which will be attended by representatives of our industry and personnel of the Telegram. Our objective will be to produce a daily amusement section that will appeal to reader interest and consequently sell more theatre tickets.

"Your Committee reports another new development that is certain to broaden public interest in motion pictures.

"Distributors are now screening pre-release pictures for a group of women who are representative of many prominent organizations, chapters of which are located in every city in Canada. They print a report called, 'Canadian Estimate of Entertainment Films' which is sent to all chapters in Canada of many large organizations.

"Mr. Chairman—in these times when it is evident that there is a reduced public interest in motion pictures, I submit that we have in this new development a stimulant that can start a great number of people talking about movies—and what is more important—buying tickets to see them.

"I assure you that your committee will study means of using these reports to gain beneficial results. I recommend that exhibitors should enquire of their local women's organizations to make certain they are receiving these reports and to give assistance in obtaining readership of their contents as widely as is possible."

Mr. Appel concluded his remarks with a reference to the trailer that will be shown across Canada in aid of the March of Dimes campaign in January.

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PASSION

a story of wild and wicked Early California!

with

RAYMOND BURR · LON CHANEY · RODOLFO ACOSTA · JOHN QUALEN

PRINT BY TECHNICOLOR

Directed by ALLAN DWAN · Screenplay by BEATRICE A. DRESHER and JOSEF LEYTES · Produced by BENEDICT BOGEAUS

AVAILABLE NOW FROM RKO

RKO RADIO PICTURES

By MAX CHIC

Mort Margolius, Famous Players has announced the following staff changes for Toronto . . . **Roy Downey** from the Beach to the Village . . . **Laurie Hole** from the Village to the Alhambra and **Joe Cardwell** from the Alhambra to the Beach . . . visitors to Toronto last week came from many places, **Max Chechik** from Vancouver, **Morris** and **Molly Rosenthal** from New Haven (**Morris** is the manager of the **Loew's** Poli Theatre there) and **Herb Greenblatt, RKO** domestic sales manager, who conferred with **Jack Labow.**

The Hyland Theatre, under **Wannie Tyers,** has some top product set . . . "Trouble in the Glen" **E-U,** will open before Xmas and "Romeo and Juliet," **JARO,** has its send-off on January 14 with a benefit night for the **Mendelsohn Choir,** with its regular run starting a few days later . . . **Charlie Cashman,** genial friend of the industry, is once again a Deputy Reeve for York Township, elected by acclamation . . . rumor has it that son **Ken** will also be joining the election hustings this year.

We expect to announce next week a substantial donation from all the distribution companies to the **Hurricane Fund** . . . "Fallen Idol" formerly released in Canada by **Selznick-Alliance** will be reissued by **IFD,** we hear . . . this makes the second **Selznick** re-issue to come from **IFD,** the first being "Duel in the Sun" . . . **Clare Appel** has informed us the first luncheon sponsored by the **CMPDA** for representatives of the **Toronto Telegram** and the film industry to discuss mutual problems will take place December 1 . . . this is the first in a series.

Douglas Yates, Republic Pictures, was in town conferring with **Walter Manley, Republic's** Canadian representative, about the release of the **Autry** and **Rogers** films for **TV . . . Marcus Loew's Theatres** have declared their regular dividend of $1 per share and an extra dividend of $1 on their common stock, payable December 31 to its shareholders.

The Ontario Censor Board has cracked down for a varied number of reasons the matinee showings at the Grant, Orpheum, La Salle, Center, Pape and Variety theatres, Toronto.

The Event Of The Week . . . the interesting meetings that have become an annual affair, and are so much a part of our industry.

Across the Country

(Continued from Page 3)

party of the Film Industry which is held yearly on behalf of the various Film Exchanges and Circuits.

• • •

CinemaScope equipment has been installed in Harry K. Durham's Plaza theatre at Shaunavon, Sask. Installation of the wide screen and projection equipment cost $15,000. The improvement coincided with the Durhams' 25th anniversary as partners and associates of Famous Players.

Vancouver

"White Christmas" on its second week at the Orpheum still tops the town beating "The Greatest Show on Earth" business.

• • •

Ivan Ackery, Orpheum manager, had outstanding panels in his lobby for FPCC "Famous Fall Film Festival." Wally Hopp, International-Cinema manager, put over a snappy campaign for his showing of "Scotch on the Rocks" British picture which paid off at the box-office.

• • •

Alf Shackleford, FPCC partner in four Lethbridge, Alberta theatres was gifted by the IODE in recognition of bringing British pictures to his houses.

• • •

Herman Goldberg of Warner Bros.' New York purchasing and construction department a visitor checking on progress of the new film building.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Third week. White Christmas (Para.) VistaVision and Tech. with Bing Crosby.

SHEA'S
Third week. Rear Window (Para.) Tech. with James Stewart and Grace Kelly.

ODEON
The Barefoot Contessa (UA) Tech. with Humphrey Bogart and Ava Gardner.

HYLAND & CHRISTIE
Father Brown, Detective (Col.) with Alec Guinness.

LOEW'S
Suddenly (UA) with Frank Sinatra and Sterling Hayden.

UPTOWN
Beau Brummell (MGM) Color with Stewart Granger and Elizabeth Taylor.

UNIVERSITY & EGLINTON
Second week. Black Widow (20th-Fox) C'Scope and color by De Luxe with Ginger Rogers.

INTERNATIONAL CINEMA
Conflict of Wings (IFD) Color with John Gregson.

TOWNE
Modern Times (UA) with Charlie Chaplin.

DOWNTOWN
The Gambler from Natchez (20th-Fox) and Silent Raiders (20th-Fox).

MONTREAL

CAPITOL
Betrayed (MGM) color with Clark Gable and Lana Turner.

LOEW'S
Second week. Garden of Evil ((20th-Fox) C'Scope and Tech. with Gary Cooper.

PALACE
Third week. The Egyptian (20th-Fox) C'Scope and Color with Jean Simmons.

PRINCESS
Three Hours to Kill (Col.) Tech. with Dana Andrews and Donna Reed.

AVENUE
Fifth week. Doctor in the House (JARO) Tech. with Dirk Bogarde.

ORPHEUM
The Rocket Man (20th-Fox) and The Queen of Sheba (20th-Fox).

KENT
Scotch on the Rocks (Cardinal) with Ronald Squire.

WINNIPEG

CAPITOL
Second week. White Christmas (Para.) VistaVision and Tech. with Bing Crosby.

LYCEUM
Valley of the Kings (MGM) Color with Robert Taylor and Eleanor Parker.

MET
King Richard and the Crusaders (WB) C'Scope and WarnerColor with Rex Harrison and Virginia Maya.

ODEON
Doctor in the House (JARO) Tech. with Dirk Bogarde.

GARRICK
Them (WB) with James Whitmore and Edmund Gwenn.

OSBORNE CINEMA
Second week. Julius Caesar (MGM) Marlon Brando.

CALGARY

CAPITOL
Brigadoon (MGM) C'Scope and Color with Gene Kelly.

PALACE
Second week. White Christmas (Para.) VistaVision and Tech. with Bing Crosby.

UPTOWN
Bengal Brigade (E-U) Tech. with Rock Hudson and Arlene Dahl.

ST. JOHN

CAPITOL
Khyber Patrol (UA) and Captain Kidd and the Slave Girl (UA).

PARAMOUNT
Beau Brummell (MGM) Color with Stewart Granger and Elizabeth Taylor.

KENT
The High and the Mighty (WB) C'Scope and WarnerColor with John Wayne.

VANCOUVER

CAPITOL
Second week. Brigadoon (MGM) C'Scope and Color with Gene Kelly.

ORPHEUM
Second week. White Christmas (Para.) Tech. and VistaVision with Bing Crosby.

VOGUE
Second week. Woman's World (20th-Fox) Tech. and C'Scope with Clifton Webb.

PLAZA & FRASER
Suddenly (UA) with Frank Sinatra.

Arthur B. Krim, President of **United Artists,** announced that **Anatole Litvak** will produce three independently-made motion pictures, which will be released by **UA.** It is expected that the first film will be in production in April of 1955, after he completes "The Deep Blue Sea" for **20th-Fox** . . . Shooting will begin next month on **Columbia's** "The Gentle Wolfhound," which will be on location in Osaka, Japan . . . **MGM's** "Bad Day at Black Rock" will be the lead-off picture for the 1955 season, and **Charles M. Reagan,** vice-president and general sales manager, announced tentative plans to release eight pictures during the first four months, all in **Eastman** color and seven in **C'Scope** . . . **Neville Brand** set for top lead in **Allied Artists** "Hold Back the Night" . . . **Nina Foch** at **Paramount** to start work in **Para's. Martin & Lewis** starrer "You're Never Too Young" . . . A new addition to **Warner's** "Strange Lady in Town" is **Louise Lorimer,** of film, stage and Dragnet TV fame, production features **Greer Garson** and **Dana Andrews** in **C'Scope** and **WarnerColor** . . . it's a three-city personal appearance tour for **Dorothy Dandridge,** star of **20th-Fox's** "Carmen Jones" . . . **Cecil B. DeMille,** on location in Egypt, had a surprise visitor, **Bill Boyd** of Hopalong Cassidy fame, it is a ritual with the two old friends for **Boyd** to visit **DeMille** on each picture **DeMille** has directed since he starred **Boyd** in "The Volga Boatman" in 1928 . . . Brilliant premiere last week for **MGM's** "The Last Time I Saw Paris" starring **Elizabeth Taylor** and **Van Johnson.**

DCA-ALLIANCE

(Continued from Page 5)

company would open its own Calgary branch in the immediate future, and is in the market for suitable office space in Calgary. Several additions and changes in Alliance personnel are expected to be announced in the near future.

Alliance Films recently took over distribution for all of Canada with the exception of Ontario of the Astral Films product of Mr. I. H. Allen. Additional deals are pending to further strengthen the Alliance set-up.

DEMY
VARD
NNER

FRANK
SINATRA

FRANK SINATRA and STERLING HAYDEN in ..."Suddenly!"
with JAMES GLEASON · NANCY GATES · KIM CHARNEY · PAUL FREES
Original Screenplay by RICHARD SALE · Produced by ROBERT BASSLER · Directed by LEWIS ALLEN
A Robert Bassler Production

Book it
NOW
thru
UA